Position Title: Social Media Intern
Location: New York, NY, Washington D.C. or remote
Reports to: Manager of Digital Media
Timing: Summer 2021
Commitment: 25-35 hours/week

About the National Down Syndrome Society (NDSS):
The National Down Syndrome Society (NDSS) is the leading human rights organization for all individuals with Down syndrome. NDSS envisions a world in which all people with Down syndrome have the opportunity to enhance their quality of life, realize their life aspirations and become valued members of welcoming communities. Founded in 1979, NDSS supports and advocates for the Down syndrome community by focusing on three key areas of programming: Resources & Support, Policy & Advocacy and Community Engagement. Within these focus areas NDSS engages in various activities, events and programs such as the National Advocacy & Policy Center, which seeks to create systemic change through engaged advocacy; the National Buddy Walk® Program, which honors and celebrates individuals with Down syndrome in local communities across the world and other initiatives that provide support, informational resources, and community engagement opportunities for individuals with Down syndrome and those who support them. Visit www.ndss.org for more information about NDSS.

Position Summary
NDSS seeks a driven and enthusiastic intern to join our Development/Community Relations team during the summer months of 2021. This individual will contribute to promoting and advancing the mission through traditional media, digital and social, publications and events. This individual must be comfortable working in a fast-paced digital environment and should be familiar with Facebook, Instagram, Twitter, LinkedIn and TikTok social strategies.

The Social Media Intern will work directly with the Manager of Digital media in crafting social media campaigns and contributing to the NDSS social calendar. Digital duties will include, but are not be limited to, creating social posts and images that help drive awareness, engagement and fundraising. The summer social intern will be directly involved in social media content planning for three important NDSS events: our annual golf outing, annual NYC Buddy Walk® and the West Coast Run for 3.21. NDSS’ social strategy also relies heavily on promoting advocacy efforts and wins, which the social intern will be involved in throughout the summer. The social intern will also assist in creating content and driving growth for the NDSS CEO’s branding and social media strategy.

Expected Activities:

• Craft high-impact and effective social campaigns for promoting the organization’s work, mission and values
• Help identify opportunities to position NDSS as a thought leader on social media
• Research opportunities to help drive fundraising and participation for core NDSS events
• Generate strategies for properly communicating NDSS’ advocacy efforts and all other programmatic work
• Help cultivate relationships with online social media influencers who align with the NDSS mission
• Assist in creating content, developing strategy and growth for the NDSS CEO’s social media channels

Experience and Qualifications

• Education or experience in communications and social media strategy is preferred
• Strong written and interpersonal communications skills
• Must be organized, detail oriented and able to take direction
• Must be self-motivated and possess the ability to work well both independently and within a team
• Experience with Word, Excel, Adobe Suite, Canva is preferred
• Demonstrated commitment to the mission and goals of NDSS

How to Apply

Qualified applicants should submit their resume with a cover letter to Human Resources via email at hr@ndss.org.

NDSS does not discriminate on the basis of actual or perceived race, religion, color, national origin, ancestry, disability, medical condition, marital status, sex, age, sexual orientation, gender identity or expression, family responsibility, personal appearance, genetic information, matriculation, political affiliation, or any other status protected under law.